

MAKE THIS

A RADIO TELEVISION

Christmas

GENERAL ELECTRIC

De Vore Electric believes that television is here to stay. For this reason there has been a complete reorganization in procedure and personnel. The organization will be known as GIBSON DeVORE HOME APPLIANCE COMPANY. This will be RADIO TELEVISION HEADQUARTERS for Torrance. In order that you may have immediate and efficient adjustments, maintenance, and repairs Gibson DeVore Home Appliance Co. will install your new television set and carry the guarantee and insurance policy. You will have but to call Torrance 802 and an expert television engineer will be sent to your home immediately.

FEATURING THIS REORGANIZATION WILL BE THESE SPECIAL SALES PROMOTION DISCOUNTS OF UP TO 40%.

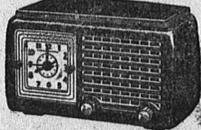
GIFT HUNTING!
for Mother? a Wedding? Grandmother?

Give a great name
GE CLOCK-RADIO

Wakes you up smiling with music... Keeps you happy all day long!



Get one and wonder how anybody ever lived without it! Wakes you soothed with music—turns on a pet program automatically. Model 60—in rosewood plastic **41.95**



Superb tone. Superb performance. Superb styling—in ivory plastic. Smart graduation gift. Keeps young people on their toes—happily reminded of dates and duties. Model 50W. . . **30.75**

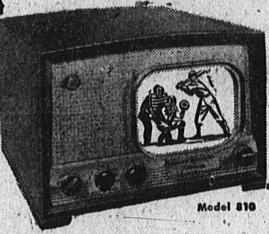
Best room in any house—has one of these compact little beauties! Set it for any time, any occasion. Ideal for kitchen, bedroom, play room, etc. Model 150. **32.75**

TRIPLE VALUE!
 Clock • Radio • Electronic Reminder
ALL IN ONE

Yours for Only 20% Down
 OR USE OUR SPECIAL LAY-AWAY PLAN

IMMEDIATE DELIVERY!

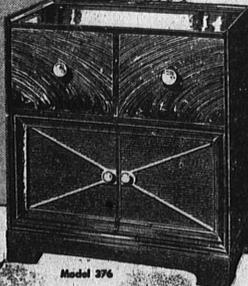
DAYLIGHT TELEVISION



335.00
 (plus installation)
10" TUBE
 ALL
U.S. CHANNELS
G-E BIG SET FEATURES

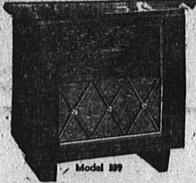
★ If you haven't seen G-E Daylight Television yet, see-line yourself down here for a private showing. See the brightest picture under the sun. So clear, so vivid you can enjoy it in broad daylight. Big 10" direct view tube. 52 sq. in. of picture. Let us demonstrate the great new General Electric table Model 810.

This Beauty at this money means HURRY



When General Electric builds power features into a console like this—there's no greater radio package for the money! Genuine FM and standard (AM) broadcasts and records in natural color tone. Unsurpassed record reproduction with the famous G-E Electronic Reproducer. Big 12" Dynapower speaker with G-E Ainko 5 for increased sensitivity and power. Elegant cabinet veneered in genuine mahogany with storage for 120 records. **265.00**

WINNING COMBINATION
 the Lowest Price in History for a **GE CONSOLE COMBINATION**



G-E Console Combination
 Lowest price in history for a G-E automatic radio-phonograph console—with all these features. Modern lowboy veneered in rich mahogany. Standard (AM) broadcasts and records in natural color tone. Famous G-E Electronic Reproducer. Big (12") Dynapower speaker. Storage for 60 records. No buy like it! **129.00**

The Gold Seal
 Best Buy in 7 Years



Nothing like it since 1941! Beautifully designed in an ivory plastic cabinet. Packed with exclusive G-E features for outstanding performance. Natural color tone. Sensitive, powerful speaker. Improved reception. Four tubes plus rectifier. AC-DC. Come in and see it today! Model 114W. . . **25.95**

The Gold Seal 102



It's a G-E-type in quality, style and performance! But way, way down in price. Rich rosewood plastic cabinet. Extra powerful speaker. Extra sensitive reception. G-E natural color tone. AC-DC. Four tubes and rectifier. See it—play it—buy it! Today! Model 302. . . **23.95**

LOCAL DEALERS FOR REMBRANT, MAJESTIC AND GE TELEVISION

REORGANIZATION INVENTORY SALE

If you have been shopping for home appliances recently you will realize the savings on these and many more items that are being sold at this reorganization inventory sale. All items are being sold at or below our cost to make way for new stocks of home appliances, radios and television. COME IN TODAY, USE OUR SPECIAL LAY-AWAY PLAN FOR A RADIO TELEVISION CHRISTMAS.

<p>Farnsworth AM FM Full Automatic Combination Radio Phonograph IN BEAUTIFUL WALNUT FINISH 199⁵⁰ Reduced from 269.50</p>	<p>5 CROSLY Table Model Radios 25⁹⁵ A 36.70 Value Priced-Now at</p>	<p>2 HOLLYWOOD ELECTRIC BROILERS 9⁹⁵</p>
<p>Farnsworth AM FM Armchair Full Automatic Combination Radio Phonograph DESIGNED FOR RESTFUL, LUXURIOUS LISTENING 99⁵⁰ Reduced from 174.95</p>	<p>3 DEWALD PORTABLE RADIOS 15⁵⁰ This Includes Batteries—Reg. Selling Price 24.50</p>	<p>2 NESCO ELECTRIC ROASTERS 29⁹⁵</p>
<p>Farnsworth AM FM Armchair Full Automatic Combination Radio Phonograph THE LARGE DELUX MODEL. A BEAUTIFUL, WELL DESIGNED PIECE OF FURNITURE FOR YOUR HOME 149⁵⁰ Reduced from 229.50</p>	<p>1 FARNSWORTH Table Model Radio 18⁹⁵ Reg. Selling Price 27.50</p>	<p>4 KENT Coffee Maker Sets 5⁹⁵ 6 Piece Set—Complete for</p>
	<p>1 UTAH RECORD PLAYER 34⁹⁵ Full Automatic—Reg. Selling Price 47.50</p>	<p>Nationally Advertised Pressure COOKERS 1045 to 13⁹⁵</p>
	<p>Nationally Advertised Brands IRONS 445 to 11⁹⁵ Nationally Advertised</p>	<p>STAINLESS STEEL Micro Coffee Makers 11⁴⁵</p>
	<p>COMPLETE Coffee Makers 195 to 34⁹</p>	<p>Heavy Duty 300-W Soldering Irons 3.75 Pen Light Flashlights with Batteries25 Electric Popcorn Poppers 4.95 3-speed Electric Hotplate. Was 14.95—Sale Price 11.45</p>

Gibson & DeVore Home Appliance

1875 CARSON STREET

PHONE TORRANCE 802

TORRANCE, CALIFORNIA